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1. Amendment (21 pages)

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MAR 14 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

5 **In re Application of:** Michelle R. Sandholm **Docket No.:** ISAA0011
 Serial No.: 09/755,738 **Art Unit:** 3629
 Filed: January 5, 2001 **Examiner:** Thai, Cang C.
10 **Title:** MULTI-CHANNEL MARKETING DATABASE DEVELOPMENT
 METHODOLOGY

March 14, 2005

15 Commissioner for Patents
 Mail Stop Non Fee Amendment
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20 **Amendment**
 Sir:

 This Amendment is in response to the Office Action, dated December 15, 2004,
 for the above-identified patent application. Attached hereto is an Amendment to
25 the Claims. The Commissioner is hereby authorized to charge any additional
 fees due or credit any overpayment to Deposit Account No. 07-1445.